Applicant Information

- Name: Dahyeon Kim
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- Phone: +65 8526 3484
- Institution: INSEAD

- PhD Program: PhD in Strategy
- Year of entry: 2024
- Expected year of completion: 2029
- Primary research area(s): AI, innovation, entrepreneurship
- Faculty letter writer: Professor Hyunjin Kim, INSEAD

DAHYEON KIM

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EDUCATION

INSEAD — Singapore / Fontainebleau, France
PhD in Management (Strategy) — 2024 - Present

Duke University — Durham, NC
Bachelor of Arts — 2016 - 2019
Major: Public Policy and Asian & Middle Eastern Studies (Concentration in Chinese)
Cum Laude, Graduation with Distinction in Public Policy

RESEARCH INTERESTS

Artificial Intelligence; Entrepreneurship; Digital Transformation; Strategic Decision-Making; Field Experiments

WORKS IN PROGRESS

- "Re-imagining the Firm with AI" (with Hyunjin Kim, Rem Koning)
- "From Global Models to Local Solutions: The Impact of Generative AI on Entrepreneurial Search in Underrepresented Markets" (with Natalie Carlson, Hyunjin Kim, and Muntasir Shami)
- "A Foundational Interview with Jay Barney" (with Margaux Mare, Victoria Sevcenko, and Gabriel Szulanski)

TEACHING EXPERIENCE

INSEAD — Singapore
Teaching Assistant, Introduction to Strategy (Professor Hyunjin Kim) — Fall 2025

AWARDS & FELLOWSHIPS

Duke University — Washington, D.C.
Stanback Fellowship — 2019
Awarded $6,000 to partake in project-based policy and research work at non-profit organization

Duke Kunshan University — Kunshan, China
Kunshan Innovation Scholarship — 2018
One of two students awarded a merit-based full-tuition Innovation Scholarship and stipend to design an independent research project

Duke University Asian & Pacific Studies Institute — Beijing, China
Duke Study in China Scholarship — 2017
Awarded $1,000 to participate in Duke Study in China program

ACADEMIC SERVICE

AI Venture Lab
Lead R&D — 2025 - Present

PROFESSIONAL EXPERIENCE

Deloitte — Seoul, South Korea
Senior Consultant — 2020 - 2024

Boston Consulting Group — Seoul, South Korea
Research Analyst — 2020

SKILLS

Languages English (native), Korean (native), Chinese (fluent)
Programming Python, R

My current research interests are focused on how AI is reshaping entrepreneurship. On the one hand, AI can generate enormous gains for founders who can reimagine their firms around it — potentially lowering experimentation costs and increasing productivity. On the other hand, the same forces that produce those gains may introduce a new set of challenges for individual founders: when execution is cheap and artifacts are easy to produce, differentiation becomes harder, and the sources of heterogeneity in firm performance and growth may shift in ways we do not yet fully understand. I am interested in exploring both sides of this tension.

One of my current projects explores the opportunity side of this tension. In a field experiment conducted within a ten-week global accelerator with over 500 startups, I study what happens when founders are encouraged to actively explore how AI could reshape their products and internal processes. The results reveal substantial gains: treated founders apply AI in high-stakes areas such as product development and strategic decision-making, complete more tasks, and are more likely to launch products and acquire customers. These results suggest that even at its current capabilities, AI has the potential to meaningfully shift the trajectory of firm growth.

Through this project, I am seeing evidence that AI can generate firm-level gains that extend beyond simple productivity improvements. While these gains benefit individual firms, they may also level the playing field, weakening traditional sources of performance differences such as superior technical capability or access to information. As these capabilities become more widely available, differentiation may depend less on what entrepreneurs can produce, and more on how they search for opportunities, exercise judgment, and commit to particular directions. This has motivated my interest in more fully understanding how AI reshapes ventures and entrepreneurship more broadly—not only in terms of firm growth, but in terms of what it means to be an entrepreneur, and what founder capabilities and decision processes drive performance differences in an environment where technological capabilities are increasingly shared.

I believe participating in the NBER Entrepreneurship Research Boot Camp would be extremely formative for me for several reasons. First, as someone who hopes to ground my work in applied econometric methods, including field experiments, one of my central goals is to learn how to design empirical studies that isolate meaningful mechanisms rather than simply documenting reduced-form effects. As I develop my empirical research agenda, I hope to learn from foundational work in the field how to structure research designs that generate insights with broader implications for economic theory beyond a single empirical setting. In addition, I am eager to strengthen my ability to use applied econometric evidence to inform and discipline theoretical models of entrepreneurship and firm behavior. My training in strategy has provided a strong foundation for studying firm behavior and competitive advantage, and I believe the Boot Camp would help me develop the conceptual tools needed to connect experimental findings to broader economic frameworks and theories. Overall, I am at an exciting stage of actively developing my research agenda, and I believe the NBER Boot Camp will help me develop the toolkit needed to explore my curiosities in more meaningful ways.

Hyunjin Kim
Assistant Professor of Strategy
1 Ayer Rajah Avenue
Singapore 138676

February 15, 2026

Dear NBER Entrepreneurship Research Boot Camp organizers,

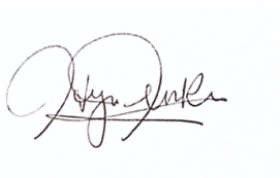
I would like to enthusiastically nominate Dahyeon Kim for participation in the NBER Entrepreneurship Research Bootcamp. Dahyeon is currently finishing her second year as a doctoral student at INSEAD in the strategy program.

Dahyeon is a capable, self-directed, and independent thinker who is curious, open to feedback, and quick to learn. She is interested in exploring the implications of artificial intelligence for entrepreneurship and is keen to develop rigorous empirical skills. She has worked with me on two field experiments involving a few hundred entrepreneurs, and has been especially instrumental on a paper I am writing with Rembrand Koning at HBS, where we have invited her to join the project as a co-author in recognition of her contributions.

Dahyeon has also been a key contributor to the intellectual vibrancy of our broader community at INSEAD. In seminars and meetings, I have found her to be a clear communicator and generous collaborator, consistently offering insightful and constructive comments.

In summary, Dahyeon is off to a fantastic start as a strategy scholar. I strongly recommend her for participation in the Bootcamp, which I know she will contribute to and benefit from immensely. Please feel free to contact me if I can provide any further information.

Sincerely,



Hyunjin Kim

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